

Problem

To describe by countries (or areas) the factors significant for or conditioning the successful operation of a US Information/Propaganda Program.

Assumption

It is to be assumed that the basic purpose of the Program is

- (a) To develop a maximum support in foreign opinion for US policies.
- (b) To effect the maximum identification of foreign opinion with objectives important to US security interests.
- (c) To counteract Soviet-Communist efforts to achieve similar results for the USSR.

~~Confidential~~
Unclassified

PRESENTATION OF MATERIAL

I. Media

A. Press

1. Organization of, including ownership and financing.
2. Characteristics of, including press services, party or group alignments.
3. Relations with audiences, including degree of broad influence on ~~mass~~ opinion.
mass

B. Radio

1. Number of receivers.
2. Social use of - by individuals, groups; public (safe), private.
3. Technical problems of reception.
- ~~4. Technical problems of transmission by US.~~
4. Control of domestic broadcasting

C. Film

1. Facilities for distribution and exhibition.
2. Audience sophistication, and source - whether US commercials or other.

D Libraries, Cultural Exchange

~~1. Libraries, documentation centers, cultural exchange.~~

1. Normal sources of furnished books, especially text books, professional books and journals, etc.
2. Normal lines of contact for advanced studies in professional fields.

II. Audience Characteristics

A. General

1. Population breakdowns

- (a) Literacy
- (b) Racial origins
- (c) Social classes
- (d) Occupations and skills
- (e) Minority groups other than racial

2. Language problems.

B. Mass

1. Essential cultural stereotypes

2. Essential stereotypes of

- (a) US, "American way of life," Democracy.
- (b) Political - general, particular (local).

C. Elite

- 1. Traditional constitution of - combine with (3)
- 2. External links - cultural, professional, commercial.
- 3. Current changes in composition of

4. Degree of social, economic, political authority. of D 3(c)

D. Focuses of political authority

- 1. To what extent concentrated?
- 2. Susceptibility to mass, or group opinion.
- 3. Methods of maintaining and using authority.
 - (a) Control of media of communication
 - (b) Control of resources and productive processes.
 - (c) Degree of identification with Elite.

III. Receptivity of Audience

- A. Pressure for basic social change - combine with B.
- B. Impact of ideologies defining nature of change.
- C. Susceptibility or resistance to projection of US cultural pattern. - combine with D E
- D. Possible blocks to projection US policy.
- E. Possible aids to projection US policy.
- (F) Special considerations to be noted.

IV. Conclusions

A. Estimated most effective audience, or audiences to be

B. Estimated most effective media, or combination of media.